



Social Media Manager

The successful applicant should:

- Be able to demonstrate experience of managing social media channels at a professional level
- Have a keen interest in Instagram/Facebook/TikTok/YouTube/Snapchat/LinkedIn trends and
- Have an interest and understanding of the social media output of sporting organisations
- Have some experience of, and interest in, lifestyle water sports, ideally including windsurfing, although this is not essential.
- Demonstrate the ability to create photo content ideas and edit raw imagery as needed
- Demonstrate the ability to create video content ideas and be able to work with athletes and media teams to execute them and do basic video editing to create and finalise content
- Have a clear, concise and engaging headline writing style
- Have a reasonable standard of written English
- Have a good understanding of social media metrics
- Understand and demonstrate the ability to engage with the audience of different social media platforms in a style that suits those specific audiences (Understanding the difference between audience on LinkedIn, FB and TikTok for example)
- Show an ability to pick and create different types of content for different platforms (once again differences between FB vs Instagram Vs TikTok etc.)
- Moderate to advanced graphic design skills and video editing skills are not necessarily essential but preferred

The role will include, but not be limited to:

- Creating, scheduling and posting action content on all social media channels
- Being free to travel to at all world cup events (travel, food and accommodation provided for necessary event travel).
- Being based in Europe or UK is preferred due to travel costs so applicants from further afield may not be considered.
- During world cup events, create raw interview and behind the scenes content for Stories; work with the media team to publish daily photo and video highlights, results and key stories; pre-select/mark content that can be re-used later in the year; work with athletes to create 'trending' type of content for Reels, TikTok and similar
- Work with the media team and athletes to create, edit and publish non-action style content (questionnaires, secret Santa, 'grill the grid' and other similar style videos)
- Track social media performance and create reports from each event as well as the overall PWA social media and general media performance
- Execute integrations and advertising campaigns for PWA partners on social media when necessary
- Coordinate all social media activities at events, including any event specific campaigns, #tags and other specific sponsor needs.
- Ensure athletes are equipped with, and use, all the correct #tags and other social media needs of the events.
- Working under the supervision of the PWA Tour Manager and reporting regularly to the PWA Tour Manager / PWA Management Board as required.

